

City of Tempe
31E. Fifth Street
Tempe, AZ 85281

480-350-2905
<http://www.tempe.gov/diversity>



Diversity Department

April 11, 2008

Dear Business Member,

I would like to extend an offer to your organization to become an official sponsor of the City of Tempe's Hispanic festival, the 10th Annual Tempe Tardeada, which takes place on Sunday, October 12, 2008. With its authentic presentations honoring Hispanic heritage, the festival is recognized for its unique connection to the Hispanic community. This event features eight hours of live entertainment featuring Folklorico dancers, orchestras, mariachis, and dance music. In addition, we offer free arts, crafts and games for children, traditional foods for sale (at family-friendly prices) and hours of free family fun.

Your partnership with the Tempe Tardeada provides your company with community involvement while at the same time satisfying diversity initiatives. This premier festival, which attracts over 12,000 people every year, has been sponsored in the past by companies such as APS, AAA, Allied Insurance, Arizona Federal Credit Union, IKEA, Blue Cross/Blue Shield, Cox Communication, Food City, SRP, Staples, Cold Stone Creamery, United Phoenix Fire Fighters – Tempe Chapter, Latino Future Magazine, Southwest Ambulance, On the Border Restaurant, Waste Management, Wells Fargo, Mas TV, and the Arizona Republic to name a few.

A copy of the 2008 Tempe Tardeada Partnership Package is enclosed for your review. Please feel free to call me at 480/350-8979 to discuss any ideas or suggestions that best meet the goals of your company. A commitment to sponsor by July 11th ensures full sponsorship media and PR benefits. We look forward to your support in honoring the cultural and historical traditions of Tempe's Hispanic community.

Sincerely,

Ginny Belousek
Diversity Specialist
Tardeada Chair

Tempe Tardeada 2008

Official Corporate Partnership Package

Your corporate partnership features an opportunity to join forces with the City of Tempe to create this successful event on Sunday, October 12, 2008. We are very pleased to be able to offer you this opportunity to take part in Tempe's premier event celebrating the importance of Hispanic culture in our community and the culmination of Hispanic Heritage Month. The Tempe Tardeada attracts more than 12,000 people to the Tempe Community Center Complex located on the southwest corner of Southern and Rural Roads. The music, dancing, arts and crafts, history and food draws a multi-generational family crowd that spends several hours celebrating the traditions and contributions of the Hispanic community in Tempe.

Event Description

This year's *Tempe Tardeada* is the City of Tempe's Tenth Annual Hispanic Heritage Festival. A tardeada is a social dance that is traditionally held on Sunday afternoons. This event is the culmination of Hispanic Heritage Month and celebrates the historical significance of Hispanics within our community. The event features live entertainment, dancing, music, exhibits in the Tempe Historical Museum, arts and craft booths, games for children, and a rich variety of delicious Mexican foods at family-friendly prices.

2008 Event Features:

- *VIP Reception* on Friday, October 10th, with food, entertainment, Museum exhibits and networking opportunities.
- *Tempe Tardeada*, a family gathering and social dance open to the public on Sunday, October 12.
- *La Plaza* stage with 8 solid hours of live entertainment including mariachis, ballet folklórico, and dance bands.
- Presentation of the 6th Annual Tempe Tardeada Scholarship
- *Artesania* -- Activities for children of all ages, including arts and crafts, face painting, inflatables, and dancing.
- *Calle San Pablo and Calle Ocho* with fun and educational activities along with community booths
- *El Mercado* authentic cultural food to sample and purchase
- *Tempe Historical Museum* Community Exhibit
- Presentation to the winners of the youth *Tardeada Coloring Contest*

Benefits of Sponsorship

Supporting the 2008 Tempe Tardeada through sponsorship is an opportunity for your business to contribute back to the community while satisfying diversity initiatives. As a Tardeada sponsor, your corporate logo will be incorporated into all advertising mediums, including newspaper ads, websites, flyers, posters, bookmarks, City of Tempe water bill inserts, press releases, and the quarterly Leisure Opportunities Brochure to name a few. In addition, on-site signage the day of the event and on-stage name announcements ensure that the event attendees will know of your community involvement.

<p style="text-align: center;">Tempe Tardeada 2008 PARTNERSHIP CATEGORIES</p>

PRESENTING SPONSORSHIP

VALUE: \$10,000

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- ◆ Dignitary presentation with Mayor and/or City Council.
 - ◆ Name and logo included on Mill Ave. street banner.
 - ◆ Name and logo included on street pole banners (Elliot from I-10 to Rural; Southern and Rural intersection)
 - ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 10th.
 - ◆ Signage on Main Stage and within the main stage courtyard.
 - ◆ Sponsor booth provided in the main stage courtyard
 - ◆ Name and logo included as Presenting Sponsor in all print and broadcast advertising and promotional opportunities
 - ◆ Sponsor's name announced continually on stage.
 - ◆ One large banner (provided by sponsor) displayed on site.
 - ◆ Category Exclusivity
 - ◆ Other signage at event as mutually agreed upon

MAIN STAGE SPONSORSHIP

VALUE: \$5,500

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- ◆ Signage space within the Community Center Complex and **on** the Main Stage
 - ◆ Sponsor booth provided for information and sampling within the Main Stage Courtyard
 - ◆ Name and logo to appear in all print and broadcast advertising and promotional opportunities.
 - ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 10th.
 - ◆ Sponsor's name announced continually on stage.
 - ◆ One large banner (provided by sponsor) displayed on site

TARDEADA SCHOLARSHIP SPONSORSHIP

VALUE: \$2,000

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- ◆ Naming rights to the Tempe Tardeada Scholarships – two \$1,000 scholarships awarded.
 - ◆ On stage presentation of the scholarship with the Mayor of Tempe
 - ◆ Sponsor booth provided.
 - ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 10th.
 - ◆ Sponsor's name announced continually on stage.
 - ◆ Name and logo to appear in print, broadcast and promotional opportunities.
 - ◆ One large banner (provided by sponsor) displayed on site.
 - ◆ Category Exclusivity

TARDEADA COLORING CONTEST SPONSORSHIP

VALUE: \$2,000

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- ◆ Naming rights to the Tempe Tardeada Coloring Contest.
 - ◆ Name and logo on all Coloring Contest forms.
 - ◆ On stage presentation of the Coloring Contest winners with the Mayor of Tempe
 - ◆ Sponsor booth provided.
 - ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 10th.
 - ◆ Sponsor's name announced continually on stage.
 - ◆ Name and logo to appear in print, broadcast and promotional opportunities.
 - ◆ One large banner (provided by sponsor) displayed on site.
 - ◆ Category Exclusivity

TARDEADA FOOD COURT SPONSORSHIP

VALUE: \$3,000

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- ◆ Naming rights to the Tempe Tardeada Food Court.
 - ◆ Signage in food court area.
 - ◆ Sponsor booth provided.
 - ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 10th.
 - ◆ Sponsor's name announced continually on stage.
 - ◆ Name included in all references to food court – print and verbal
 - ◆ Name and logo to appear in print, broadcast and promotional opportunities.
 - ◆ One large banner (provided by sponsor) displayed on site.
 - ◆ Category Exclusivity

EVENT SPONSORSHIP

VALUE: \$1,000

- ◆ Minimum \$1,000 donation
- ◆ Name and logo to appear in print, broadcast and promotional opportunities
- ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 10th.
- ◆ Donor's name announced on stage
- ◆ Sponsor booth provided.
- ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor

MEDIA SPONSORSHIP

VALUE: In-Kind

- ◆ Name and logo to appear in print, broadcast and promotional opportunities
- ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 12th.
- ◆ Donor's name announced on stage
- ◆ Sponsor booth provided.
- ◆ Banner at event (no larger than 5 x 3). Banner provided by sponsor
- ◆ 1 Exclusive sponsor for Spanish and English media:
 - Newspaper Print Media
 - Magazine Print Media
 - Radio Media –
 - Television Media

TARDEADA CAR DEALERSHIP SPONSORSHIP VALUE: \$5,000

- ◆ Category Exclusivity.
- ◆ Opportunity to display cars at the festival.
- ◆ Sponsor booth provided.
- ◆ Hospitality and Networking Opportunities – Invitations to VIP Reception on October 10th.
- ◆ Sponsor's name announced continually on stage.
- ◆ Name included in all references to food court – print and verbal
- ◆ Name and logo to appear in print, broadcast and promotional opportunities.
- ◆ One large banner (provided by sponsor) displayed on site.

Tempe Tardeada Promotional Opportunities

Media	Category	Description
Bookmarks	Tempe Public Library	5,000 distributed
Channel 11	Community Access	Commercial Advertisement 30 days
Event Banners (presenting sponsor)	Promotional Exposure	30 days Southern Avenue & Rural Road/ & Elliott & Rural Road 70,000 vehicles per day 7 days Mill Avenue Banner Spanning across Mill Ave. & 5 th Street
Event Website	Sponsor Logo	250,000 hits per month
Newspaper Ads	Sponsored and paid ads	¼ page ads in local newspapers
Tempe News Flash	Press releases(s)	Media outlets, event Calendars & Visitor Publications
Tempe Opportunities	Quarterly Activities Brochure	60,000 distributed full back page advertisement
Tempe Today	City Newsletter	45,000 distributed 2"x8" column
TIMELINES	Tempe Historical Museum Newsletter	5,000 distributed- direct mail 6"x10" article with photo
Water Bill Flyer	Promotional Exposure	September – October 40,000 direct mail recipients
Posters	Promotional Exposure	Posters hung in all city busses, city buildings, and other locations as they become available
Radio Spots	Radio Media	60 second promotional spots on Spanish- language radio stations
Television Promotional Ads	Television Media	30 second promotional spots on both Spanish- language and English language television stations
Stage Announcements	During the Festival	Sponsor acknowledgements throughout the 8- hour event from the main stage
Booth	During the Festival	Presence at event to promote your business
Banners	During the Festival	One 5 x 3 banner hung at the Tardeada



Tempe Tardeada 2008

Sponsorship Commitment

_____ agrees to be a sponsor for the 2008 Tempe Tardeada, according to the terms of the proposal submitted by the City of Tempe.

		<u>Additions/Corrections/Changes:</u>
Sponsorship Amount:		
Sponsor Name:		
		Important-This is how your company name will appear in all documents. Please take time to make sure it appears as you want the name to appear when not used with logo.
Mailing Address:		
Contact Person:		
E-Mail Address		
Telephone:		
Fax:		
Signature:		
Printed/Typed Name & Title:		

Please return this form to:

City of Tempe
Diversity Department
Attention: Ginny Belousek
31 E 5th Street
Tempe, AZ 85281
Phone: (480) 350 8979/ Fax: (480) 350-2907

*Please return this form by **July 11th, 2008** to ensure you receive full recognition as a 2008 Tempe Tardeada Sponsor.*